

Verathon - Traffic Coordinator and E-Production Specialist

Verathon designs, manufactures and distributes reliable, state-of-the-art medical devices and services that offer a meaningful improvement in patient care to the health care community. Verathon was ranked among the fastest growing technology companies in Washington State in Deloitte's prestigious "Technology Fast 50" program in 2002, 2005, 2006, 2007 and 2008. Verathon was voted one of Washington's Best Companies to Work For in 2007, 2008 and 2009. The company is headquartered in Bothell, Washington.

General Summary:

This position is responsible for facilitating the flow of creative projects within the Verathon® Marketing Department. The Traffic/E-Pro Specialist is a key player in Verathon's fast-paced, award-winning marketing department. He/she will assist the Creative Director and Associate Creative Director in critical elements of tracking and managing workflow, as well as executing electronic production of ads, mailers, collateral, etc., to ensure quality and deadlines.

The specialist will be expected to develop knowledge of a variety of brands, product models, target audiences, medical conditions and media, including trade show environments. He/she will act as graphic production liaison between the marketing department and operations, quality assurance, fulfillment, IT and other company departments.

Primary Responsibilities:

- Responsible for managing Creative team project workflow (e.g., ads, direct mail, trade show graphics, brand collateral, etc.) with a large volume of print and digital/new media projects from conception through completion.
- Create, manage and drive project schedules. Understand effect of dependencies from other key team members (Marketing, Brand, Trade Show and Creative) and troubleshoot solutions to stay on task and deadlines.
- Initiate and track internal/external approval process and documentation.
- Interface with all company departments as regards graphic production, as needed.
- Monitor all phases of pre-press production including schedules, securing specifications, communication with publication reps, pre-flighting and submitting ads to publications.

Secondary Responsibilities:

- Use electronic production skills in Adobe Creative Suite, and other software to ready ads and mailers for delivery to publications and print vendor(s).
- Ensure job-tracking with key printer-vendors, arranging proofing and press-checks for design team as needed.
- Source, negotiate and develop estimates, interfacing with vendors for best pricing and quality for various projects.
- Remain current on graphics skills, new technology, and other skill sets as requested.

Requirements:

- 3-5 years Marketing experience as Traffic/Production Specialist, including graphics and production functions.
- Proficient in PC-based Microsoft Office programs, especially Excel.
- Experience with Adobe Creative Suite, esp. InDesign;
- Experience creating/updating Web pages via CMS system (e.g., dotnetnuke); comfortable viewing/editing html, CSS, Javascript code

Preferred:

- BA or BS degree preferred

Verathon offers competitive compensation and a complete benefits package to full-time employees including medical, dental, short-term/long-term disability, life insurance, flexible spending and 401k as well as the advantages of an environment that supports your development and recognizes your achievements. To apply for this position, please send your resume and cover letter to careers@verathon.com.

Verathon is an equal opportunity employer and strongly supports diversity in the workplace. We believe that diverse ideas, opinions and perspectives will build a strong foundation for success.